

File No. 130775

Committee Item No. 1

Board Item No. \_\_\_\_\_

# COMMITTEE/BOARD OF SUPERVISORS

## AGENDA PACKET CONTENTS LIST

Committee: Neighborhood Services & Safety Date September 5, 2013

Board of Supervisors Meeting Date \_\_\_\_\_

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- Award Letter
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### OTHER (Use back side if additional space is needed)

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Completed by: Derek Evans Date 8/28/13

Completed by: \_\_\_\_\_ Date \_\_\_\_\_

An asterisked item represents the cover sheet to a document that exceeds 25 pages.  
The complete document can be found in the file.



San Francisco Police Department  
**ABC Liaison Unit**



Alcoholic Beverage License -  
*Public Convenience or  
Necessity Recommendation*

**To:** The San Francisco Board of Supervisors' Committee on City  
Operations & Neighborhood Services

**Supervisor David Campos**  
**Supervisor Eric Mar**  
**Supervisor Norman Yee**

**From:** Inspector Nelly Gordon  
ABC Liaison Unit (ALU) 553-1049

**Date:** July 29, 2013

**Subject:** P.C.N. Investigation Regarding:

DBA: Grocery Outlet  
6333 Geary Blvd  
Jeremy Osborn  
310/893-1123

Grocery Outlet Inc. has filed an application with the California Department of Alcoholic Beverage Control (ABC) seeking a Type-21 (Off-Sale General Public) for 6333 Geary Blvd.

It should be noted that during the application process, notification date for the 500' mailer was on May 31, 2013. The Notice to the Public was posted on May 29, 2013.

For the purposes of this hearing, the California Department of Alcoholic Beverage Control (ABC) seeks a determination from the Board of Supervisors as to the approval or denial of this license.

**Police Calls for Service:** From May 2012 to May 2013  
**2 Police calls**

**Police Reports:** From May 2012 to May 2013

0

**San Francisco Plot Information:**

This premises is located in Plot 732

The High Crime area is defined as 86 or more police reports in a plot.

This plot had 18 police incidents recorded for 2012.

Applicant premises is **not** located in a "High Crime" area.

**State Census Tract Information:**

This premises is located in Census Tract 0477.01

Population for this tract is: 4,334

On-sale license authorized by census tract: 14

Active on-sale licenses: 10

Off-sale licenses authorized by census tract: 4

Active off-sale licenses: 6

Applicant premises is currently located in an "undue concentration" area.

**Letters of Protest:**

0 recorded with the California Department of Alcoholic Beverage Control, (ABC).

**Letters of Support:**

0 recorded with the California Department of Alcoholic Beverage Control, (ABC).

**Departmental Recommendation:**

No opposition from Richmond Police station if the applicant agrees to the recommended conditions.

ALU recommends approval. The following conditions have been recommended to the California Department of Alcoholic Beverage Control, (ABC):

1. Sales, service and consumption of alcoholic beverages shall be permitted between the hours of 7:00 am to 12:00 midnight daily.
2. No more than 10% of the square footage of the premises shall be used for the display of alcoholic beverages.

3. The sale of distilled spirits in sizes smaller than 200 ml is strictly prohibited.
4. Noise shall not be audible beyond the area under the control of the licensee as depicted on ABC-257, dated \_\_\_\_\_.
5. The sale of beer or malt beverages in quantities of 20 oz., 22 oz., 24 oz., 40 oz., or similar size containers is prohibited, except for microbrews, craft brews, organic and specialty malt products sold under such designations as stout, porter, IPA, and ESB. This condition is intended to eliminate high alcohol, low-cost products that are frequently abused, but not prevent the sale of specialty and craft beer products.

Note: On 7/29/2013 ALU received an email from Jeremy Osborn that stated the applicant agreed with the recommended conditions.

Thank you



**California Department of Alcoholic  
Beverage Control**  
*License Query System Summary*  
*as of 6/5/2013*

<b>License Information</b>
<b>License Number:</b> 533184
<b>Primary Owner:</b> GROCERY OUTLET INC
<b>ABC Office of Application:</b> 24 - SAN FRANCISCO
<b>Business Name</b>
<b>Doing Business As:</b> GROCERY OUTLET
<b>Business Address</b>
<b>Address:</b> 6333 GEARY BLVD <b>Census Tract:</b> 0477.01
<b>City:</b> SAN FRANCISCO <b>County:</b> SAN FRANCISCO
<b>State:</b> CA <b>Zip Code:</b> 94121
<b>Licensee Information</b>
<b>Licensee:</b> GROCERY OUTLET INC
<b>Company Information</b>
Officer: HADLEY, CHRISTOPHER JOHN (CHAIRMAN)
Officer: LINDBERG, ERIC JOHN (CHIEF EXECUTIVE OFFICER)
Officer: READ, STEVEN MACGREGOR JR (CHIEF EXECUTIVE OFFICER)
Officer: BRACHER, CHARLES CHRISTIAN (CHIEF FINANCIAL OFFICER)
Officer: BLOOM, BRADLEY M (DIRECTOR)
Officer: HERMAN, THOMAS (DIRECTOR)
Officer: LINDBERG, ERIC JOHN (DIRECTOR)
Officer: READ, STEVEN MACGREGOR (DIRECTOR)
Officer: READ, STEVEN MACGREGOR JR (DIRECTOR)
Officer: LINDBERG, ERIC JOHN (PRESIDENT)
Officer: WARD, MICHAEL J (SECRETARY/ASST SEC)
Stock Holder: GOBP MIDCO INC
<b>License Types</b>
<b>1) License Type:</b> 21 - OFF-SALE GENERAL
<b>License Type Status:</b> PENDING
<b>Status Date:</b> 14-MAY-2013 <b>Term:</b> 12 Month(s)
<b>Original Issue Date:</b> <b>Expiration Date:</b>
<b>Master:</b> Y <b>Duplicate:</b> 0 <b>Fee Code:</b> P40
<b>License Type was Transferred On:</b> <b>FROM:</b> 21-402622
<b>Current Disciplinary Action</b>
<i>... No Active Disciplinary Action found ...</i>

<b>Disciplinary History</b>
<i>... No Disciplinary History found ...</i>
<b>Hold Information</b>
<b>Hold Date:</b> 14-MAY-2013 <b>Type:</b> FORM 220
<b>Escrow</b>
<b>Escrow:</b> ABC ESCROW, 12304 SANTA MONICA BLVD STE 100 LOS ANGELES, CALIFORNIA 90025

--- End of Report ---

For a definition of codes, view our [glossary](#).



**California Department of Alcoholic  
Beverage Control**  
*License Query System Summary*  
*as of 6/5/2013*

<b>License Information</b>
<b>License Number:</b> 402622
<b>Primary Owner:</b> DIRAR, TEKIE
<b>ABC Office of Application:</b> 24 - SAN FRANCISCO
<b>Business Name</b>
<b>Doing Business As:</b> IN & OUT MARKET & LIQUORS
<b>Business Address</b>
<b>Address:</b> 701 FILLMORE ST <b>Census Tract:</b> 0163.00
<b>City:</b> SAN FRANCISCO <b>County:</b> SAN FRANCISCO
<b>State:</b> CA <b>Zip Code:</b> 94117
<b>Licensee Information</b>
<b>Licensee:</b> DIRAR, TEKIE
<b>License Types</b>
1) <b>License Type:</b> 21 - OFF-SALE GENERAL
<b>License Type Status:</b> SURRENDERED
<b>Status Date:</b> 15-SEP-2011 <b>Term:</b> 12 Month(s)
<b>Original Issue Date:</b> 19-AUG-2003 <b>Expiration Date:</b> 31-JUL-2013
<b>Master:</b> Y <b>Duplicate:</b> 0 <b>Fee Code:</b> P40
<b>License Type was Transferred On:</b> 19-AUG-2003 <b>FROM:</b> 21-372017
<b>License Type was Transferred On:</b> <b>TO:</b> 21-533184
<b>Current Disciplinary Action</b>
... <i>No Active Disciplinary Action found.</i> ...
<b>Disciplinary History</b>
<b>Reg. Number:</b> 04058543
1) <b>Section:</b> 25658(a)
2) <b>Section:</b> 24200(a&b)
<b>Proceeding Status:</b> CLOSED <b>Decision:</b> POIC
<b>Suspension Days:</b> 15 <b>Stayed Days</b> <b>POIC/Fine:</b> 750
<b>Suspension Start Date:</b>
<b>Suspension End Date:</b>
<b>Reg. Number:</b> 08069354
1) <b>Section:</b> 25658(a)
2) <b>Section:</b> 24200(a&b)
<b>Proceeding Status:</b> CLOSED <b>Decision:</b> SUSPEND

<b>Suspension Days: 15 Stayed Days POIC/Fine:</b>
<b>Suspension Start Date: 21-AUG-2008</b>
<b>Suspension End Date:</b>
<b>Hold Information</b>
<i>... No Active Holds found ...</i>
<b>Escrow</b>
<i>... No Escrow found ...</i>

*--- End of Report ---*

For a definition of codes, view our [glossary](#).





**California Department of Alcoholic  
Beverage Control**  
*License Query System Summary*  
*as of 6/5/2013*

<b>License Information</b>
<b>License Number:</b> 4486
<b>Primary Owner:</b> CALA FOODS INC
<b>ABC Office of Application:</b> 24 - SAN FRANCISCO
<b>Business Name</b>
<i>... No Active DBA found ...</i>
<b>Business Address</b>
<b>Address:</b> 6333 GEARY BLVD <b>Census Tract:</b> 0477.01
<b>City:</b> SAN FRANCISCO <b>County:</b> SAN FRANCISCO
<b>State:</b> CA <b>Zip Code:</b> 94121
<b>Licensee Information</b>
<b>Licensee:</b> CALA FOODS INC
<b>Company Information</b>
Officer: BURKLE, RONALD W (CHAIRMAN)
Officer: BURKLE, JOE S (CHIEF EXECUTIVE OFFICER)
Officer: MAYS, GREGORY (CHIEF FINANCIAL OFFICER)
Officer: WILLOUGHBY, DARRELL (DIRECTOR/GENERAL MANAGER)
Officer: AYOUB, WILLIAM (VICE PRESIDENT)
Officer: MCKENZIE, LEONARD DOUGLAS (VICE PRESIDENT/SECRETARY)
Officer: RESNIK, MARK A (VICE PRESIDENT/SECRETARY)
<b>License Types</b>
<b>1) License Type:</b> 21 - OFF-SALE GENERAL
<b>License Type Status:</b> CANCELED
<b>Status Date:</b> 24-APR-2000 <b>Term:</b> 12 Month(s)
<b>Original Issue Date:</b> 03-AUG-1932 <b>Expiration Date:</b> 30-JUN-2000
<b>Master:</b> Y <b>Duplicate:</b> 0 <b>Fee Code:</b> P40
<b>Current Disciplinary Action</b>
<i>... No Active Disciplinary Action found ...</i>
<b>Disciplinary History</b>
<i>... No Disciplinary History found ...</i>
<b>Hold Information</b>
<i>... No Active Holds found ...</i>
<b>Escrow</b>

*No Escrow found*

*--- End of Report ---*

For a definition of codes, view our [glossary](#).

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Report No	<input type="text"/>	Jurisdiction	<input type="text"/>	Dispatch Area	<input type="text"/>	# Prior Calls	<input type="text"/>
Unit ID	<input type="text"/>	Origin	<input type="text"/>	Dept ID	<input type="text"/>	Priority	<input type="text"/>
Rep Area	<input type="text"/>	Area	<input type="text"/>	Sector	<input type="text"/>		
Location	6333 GEARY					Range	<input type="text"/>
Apartment	<input type="text"/>	City	<input type="text"/>				
Entry Oper	<input type="text"/>	Dispatch Oper	<input type="text"/>				
From Date	11/15/2012	To Date	05/14/2013	From Time	<input type="text"/>	To Time	<input type="text"/>
Comments	<input type="text"/>						
<input type="button" value="Search"/>							

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Records **1** through **2** of **2**

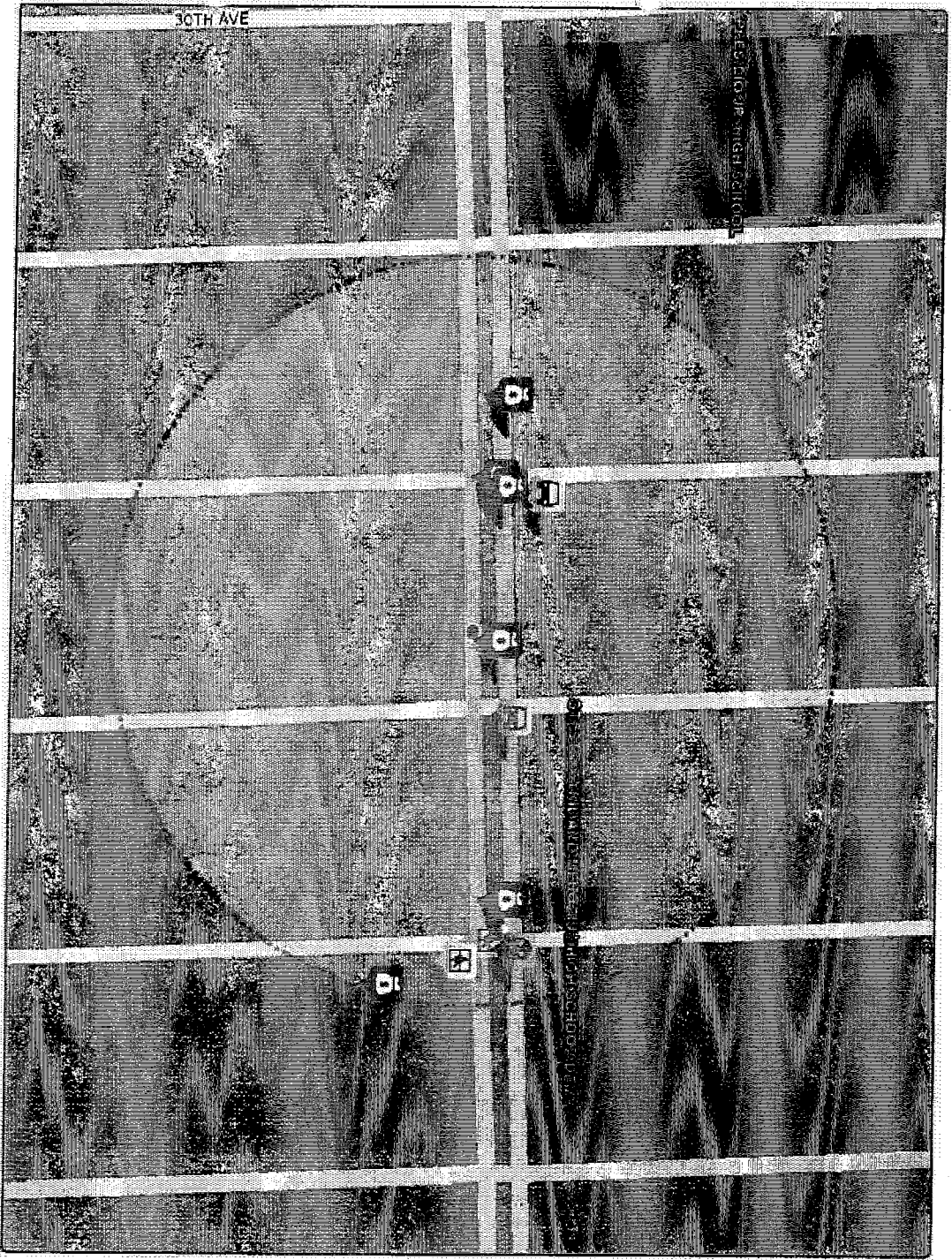
Call No	Report No	Received Date	Received Time	Priority	Call Type	Unit ID	Disposition	Location
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121450873		05/24/2012	09:27:20	C	601	3G107	HAN	6333 GEARY BL





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# 6333 Geary

San Francisco Police Department 



Map Legend	
	Larceny/Theft (13)
	Burglary (4)
	Vehicle Theft (3)
	Robbery (2)

All representations on this map are distributed and transmitted "AS IS" without warranties of any kind, either expressed or implied including without limitation, warranties of title or implied warranties of merchantability or fitness for a particular purpose. In no event shall San Francisco Police Department become liable to users of these data for any loss or damages, consequential or otherwise, including but not limited to time, money, goodwill, arising from the use, operation or modification of the data. The visual presentation of data is being provided strictly as a courtesy, not as an obligation to its users.

**WARNING:** This map does not meet the national map accuracy standards.

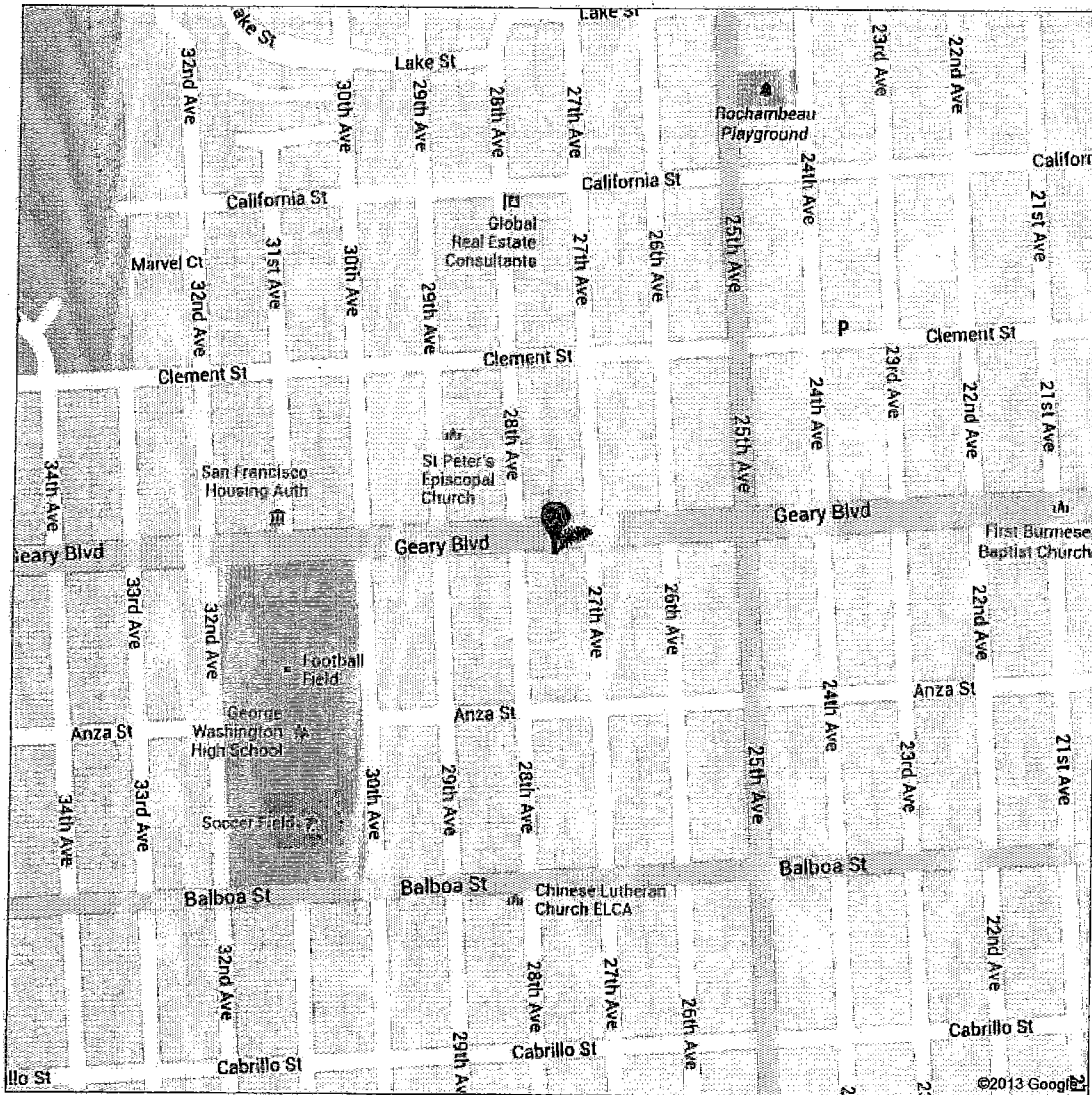




Address 6333 Geary Blvd  
San Francisco, CA 94121

Get Google Maps on your phone

Text the word "GMAPS" to 466453



DEPARTMENT OF PUBLIC BEVERAGE CONTROL

# PUBLIC NOTICE OF APPLICATION TO SELL ALCOHOLIC BEVERAGE

APPLICANT GREYHOUND BUS LINES

TYPE OF LICENSE 21 OPEN GENERAL

BUSINESS NAME GREYHOUND BUS LINES

ADDRESS OF PREMISES 1500 MARKET ST. SAN FRANCISCO, CALIF.

APPLICANT HAS FILED FOR  SPECIAL PRIVILEGE  PRIVATE SALE TRANSFER

IF A VERIFIED PROTEST IS TO BE FILED AGAINST THIS APPLICATION, THE DEPARTMENT OR DEPARTMENT OF PUBLIC BEVERAGE CONTROL MUST BE NOTIFIED WITHIN 30 DAYS OF DATE POSTED. APPLICATION AND VERIFICATION FORMS MAY BE OBTAINED AT

RECEIVED BY ANY OFFICE OF THE DEPARTMENT OF PUBLIC BEVERAGE CONTROL AT THE OFFICE OF THE ATTORNEY GENERAL, INFORMATION REGISTRY

SAN FRANCISCO ALC. DIST. OFFICE  
1500 MARKET ST., SUITE 1200  
SAN FRANCISCO, CALIF. 94102  
TELEPHONE 478-3300

**WARNING**  
This notice is posted in accordance with the provisions of the Alcoholic Beverage Control Act, Chapter 10, Section 23000, of the California Code of Regulations.  
05/29/2013

APPLICANTS ARE (NOT NOW) (ALREADY) LICENSED TO SELL ALCOHOLIC BEVERAGE







# SAN FRANCISCO PLANNING DEPARTMENT

Subject to: (Select only if applicable)

- Inclusionary Housing (Sec. 315)
- Jobs Housing Linkage Program (Sec. 313)
- Downtown Park Fee (Sec. 139)
- First Source Hiring (Admin. Code)
- Child Care Requirement (Sec. 314)
- Other

1650 Mission St.  
Suite 400  
San Francisco,  
CA 94103-2479

Reception:  
415.558.6378

Fax:  
415.558.6409

Planning  
Information:  
415.558.6377

## Planning Commission Motion No. 18900 HEARING DATE: JUNE 6, 2013

**Date:** May 30, 2013  
**Case No.:** 2013.0020CE  
**Project Address:** 6333 GEARY BOULEVARD  
**Zoning:** NC-3 (Moderate-Scale Neighborhood Commercial) District and  
 RH-2 (Residential, House, Two-Family) District  
 40-X Height and Bulk District  
**Block/Lots:** 1517/001A and 037  
**Project Sponsor:** Grocery Outlet  
 c/o Bill Coyle  
 VP Real Estate  
 2000 Fifth Street  
 Berkeley, CA 94710  
**Staff Contact:** Mary Woods – (415) 558-6315  
[mary.woods@sfgov.org](mailto:mary.woods@sfgov.org)

**ADOPTING FINDINGS RELATING TO THE APPROVAL OF A CONDITIONAL USE AUTHORIZATION PURSUANT TO SECTIONS 303(C), 303(I) AND 703.4 OF THE PLANNING CODE TO ALLOW A "FORMULA RETAIL USE" (D.B.A. GROCERY OUTLET), IN AN NC-3 (MODERATE-SCALE NEIGHBORHOOD COMMERCIAL) DISTRICT, AND AN RH-2 (RESIDENTIAL, HOUSE, TWO-FAMILY) DISTRICT, AND A 40-X HEIGHT AND BULK DISTRICT.**

### PREAMBLE

On January 29, 2013, Grocery Outlet Bargain Market (hereinafter "Project Sponsor") filed an application with the Planning Department (hereinafter "Department") for Conditional Use authorization under Planning Code Sections 303(c), 303(i) and 703.4 to allow a Formula Retail Use (d.b.a. Grocery Outlet), in an NC-3 (Moderate-Scale Neighborhood Commercial) District and an RH-2 (Residential, House, Two-Family) District, and a 40-X Height and Bulk District.

On June 6, 2013, the San Francisco Planning Commission (hereinafter "Commission") conducted a duly noticed public hearing at a regularly scheduled meeting on Conditional Use Application No. 2013.0020CE.

The Department determined that the Project is exempt from the California Environmental Quality Act ("CEQA") as a Class One for existing facilities involving negligible or no expansion of existing uses/facilities.

The Commission has heard and considered the testimony presented to it at the public hearing and has further considered written materials and oral testimony presented on behalf of the Project Sponsor, Department staff, and other interested parties.

MOVED, that the Commission hereby authorizes the Conditional Use requested in Application No. 2013.0020CE, subject to the conditions contained in "EXHIBIT A" of this motion, based on the following findings:

## FINDINGS

Having reviewed the materials identified in the preamble above, and having heard all testimony and arguments, this Commission finds, concludes, and determines as follows:

1. The above recitals are accurate and constitute findings of this Commission.
2. **Site Description and Present Use.** The Project Site occupies the entire frontage between 27<sup>th</sup> and 28<sup>th</sup> Avenues, on the south side of Geary Boulevard, in Assessor's Block 1517, Lots 001A and 037. The property is located in an NC-3 (Moderate-Scale Neighborhood Commercial) District and an RH-2 (Residential, House, Two-Family) District, and a 40-X Height and Bulk District. The property is developed with a one-story building, containing approximately 13,500 square feet, on the western half of the site, and a 30-car surface parking lot on the eastern half of the site. A small portion of the parking lot situated in Lot 001A is zoned RH-2 with the remaining lot zoned NC-3. The existing vacant building was formerly occupied by Cala Foods.
3. **Surrounding Properties and Neighborhood.** The Project Site is situated at the western edge of the NC-3 District along the three-mile Geary Boulevard commercial corridor that stretches from the Western Addition to the Outer Richmond, through four neighborhoods. This corridor is bounded by Divisadero Street to the east and 28<sup>th</sup> Avenue to the west. The MUNI line "38-Geary" runs in front of the Project Site linking the Richmond area to Downtown and the Financial District. Other transit lines are also nearby and are within walking distance of the Site. Except for the commercial and institutional uses located on Geary Boulevard, the Project Site is surrounded by predominantly residential dwellings and residentially zoned districts. The Clement Street commercial corridor is one block north of the Project Site. Buildings facing the subject block range from two to three stories tall with several taller buildings interspersed. Commercial uses on the facing blocks include restaurants, dental office, hair salons, and other professional offices.
4. **Project Description.** The proposed Project is to convert the existing vacant retail space to a retail grocery store (d.b.a. Grocery Outlet), which is a "formula retail use" as defined in Planning Code Section 703.3. The proposed Project will consist of approximately 13,500 square feet of retail space. The proposal involves interior remodeling work as well as exterior improvements including entry door replacement, new signage, new metal canopies, and new murals at the west

building facade. The Project will remove two parking spaces from its surface parking lot in order to provide handicapped access and the clearance needed for the metal entrance canopy. The existing parking lot has 30 parking spaces and a small receiving area at the southeast corner of the building. There are several metered loading zones at the corner of Geary Boulevard and 28<sup>th</sup> Avenue. The Project will provide landscaping and perimeter fencing to screen the parking area where none existed currently. The pedestrian entrance to the Project is provided on Geary Boulevard while vehicular accesses are provided on 27<sup>th</sup> Avenue.

Section 312 - neighborhood notification was conducted in conjunction with the Conditional Use authorization process.

5. **Public Comment.** To date, the Department has received two letters with regard to the proposed Project, primarily concerned about delivery hours and the reduction in parking spaces. The Project Sponsor held a community meeting (belated Pre-Application meeting) on March 6, 2013 regarding the proposed Project. Staff has received three letters in support of the proposed Project.
6. **Planning Code Compliance:** The Commission finds that the Project is consistent with the relevant provisions of the Planning Code in the following manner:
  - A. **Formula Retail Use.** Planning Code Section 703.4 states that a Conditional Use authorization is required for a formula retail use, as defined by Planning Code Section 703.3, in any of the City's Neighborhood Commercial Districts.

*Grocery Outlet is a formula retail use as defined in Planning Code Section 703.3. The Project Sponsor intends to occupy existing vacant retail space, formerly occupied by Cala Foods.*

- B. **General Merchandise Retail Store.** Planning Code Section 712.40 allows general retail stores offering general groceries, household goods, toys, and gifts under "Other Retail Sales and Services" as defined by Planning Code Section 790.102 in NC-3 Districts.

*The proposed Project will occupy the entire one-story building, containing approximately 13,500 square feet. The Project is a discount market offering general groceries, deli, produce, fresh meats, flowers, beer and wine, housewares, toys, and other seasonal products.*

- C. **Parking.** Planning Code Section 151 requires one off-street parking for every 500 square feet of occupied floor area up to 20,000 square feet where the occupied floor area exceeds 5,000 square feet. Section 152 requires one off-street freight loading space for retail stores where the gross floor area of structure or use is over 10,000 square feet but less than 60,000 square feet in newly constructed structures. Section 155(i) requires one handicapped parking space for each 25 off-street parking spaces provided. Section 155(j) requires 1 bicycle space for every 20 off-street parking spaces provided. Section 155.4(f) requires that new and existing commercial buildings must provide adequate signs or notices to advertise the availability of bicycle parking.

*The proposed Project contains approximately 13,500 square feet, which would require 27 off-street parking spaces. The existing 30-car surface parking lot will be reconfigured to 28 off-street parking spaces. The existing loading/receiving area is situated at the southeastern end of the building, with a secondary loading area at the northwest corner of Geary Boulevard and 28<sup>th</sup> Avenue. Metered loading zones are currently provided at the corner of Geary Boulevard and 28<sup>th</sup> Avenue.*

*The Project will remove two parking spaces in order to provide two handicapped accessible spaces.*

*The Project is required to provide two bicycle parking spaces. The existing Site does not contain any bicycle parking spaces. The Project proposes to add six bicycle parking spaces in the parking lot. Adequate signs or notices of the availability of bicycle parking will also be provided at the Project Site.*

- D. **Street Frontage in Neighborhood Commercial Districts.** Planning Code Section 145.1 requires in NC Districts containing specific uses, including retail stores, that the ground floor street frontage be at least 60% transparent in order to allow visibility to the inside of the building. The use of dark or mirrored glass shall not count towards the required transparent area. Such windows shall use clear, un-tinted glass, except for decorative or architectural accent. Any decorative railings or grillwork, other than wire mesh, which is placed in front of or behind ground floor windows, shall be at least 75% open to perpendicular view. Rolling or sliding security gates shall consist of open grillwork rather than solid material, so as to provide visual interest to pedestrians when the gates are closed, and to permit light to pass through mostly unobstructed. Gates, when both open and folded or rolled, as well as the gate mechanism, shall be recessed within, or laid flush with, the building façade.

*The proposed Project will occupy an existing one-story building that was previously occupied by Cala Foods. No expansion or major alteration is proposed for the existing building. The existing building is non-conforming with respect to this Code section, and the Project does not trigger application of the requirement. Currently, approximately 37% of the front façade facing Geary Boulevard is transparent or consists of glazing*

- E. **Parking Screening and Greening.** Planning Code Section 142 requires off-street parking and vehicle use areas that are greater than 25 linear feet adjacent to the public right-of-way to provide a screening feature around the perimeter of the lot adjacent to the public right-of-way. The screening shall add to the visual diversity of the use and need not be an opaque barrier, such as an ornamental fencing or a solid wall that is four-feet in height, and a 5-foot deep permeable surface with landscaping along the perimeter of the lot that is adjacent to a public right-of-way.

*The proposed Project will occupy an existing vacant building and a surface parking lot. No major repaving or alteration is proposed, other than to reconfigure the 30-car parking lot to 28 spaces to accommodate two handicapped accessible spaces. The existing parking lot is therefore non-conforming with respect to this Code section. However, the Project Sponsor proposes to install a 30-inch high green screen fencing linked by 32-inch high masonry pylons accompanied by planting strips along the perimeter of the parking lot. The masonry pylons would be strategically placed to define the entries,*

*strengthen the street-wall, and protect the fencing elements. As part of the perimeter treatments, the green screen materials would be enhanced with new planting strips, shrubs, and trees. In addition, a total of eight (8) new street trees would be planted along the sidewalks on 27<sup>th</sup> Avenue, Geary Boulevard, and 28<sup>th</sup> Avenue.*

- F. **Signage.** Any proposed signage will be subject to the review and approval of the Planning Department and must comply with Article 6 of the Planning Code.
7. **Planning Code Section 303(c)** establishes criteria for the Planning Commission to consider when reviewing applications for Conditional Use approval. On balance, the project does comply with said criteria in that:
- A. The proposed new uses and building, at the size and intensity contemplated and at the proposed location, will provide a development that is necessary or desirable, and compatible with, the neighborhood or the community.

*The proposed Project is consistent with past general grocery store use of the Site and is compatible with the neighborhood. The existing one-story building was constructed in 1957 for the purpose of housing a grocery store. Its original tenant was the Littleman Markets. In 1965, Littleman Markets merged with Cala Foods. Cala Foods occupied the Site beginning in 1965. In 1994, Cala Foods was acquired by Ralphs Grocery Company; however, Cala Foods continued to operate as a separate legal entity until it vacated the premises in 2007. DeLano Retail Partners occupied the Site from 2008 until December 10, 2010. Ralphs Grocery Company's lease expired on December 31, 2010, and the Site has been vacant since then. Grocery Outlet offers brand name products at up to 50% off conventional retail prices.*

*Over the years, the existing building has not been significantly altered. City records show that major alterations and upgrades, such as awning, signage, hood and exhaust fan, fire alarm system and fire sprinkler system, were added in the 1990s.*

*The current Project will modernize the existing facilities to meet current code standards. Exterior improvements and façade treatments are also proposed to improve visual interest and activate pedestrian interest to the Site. The improvements include new canopies, glazing, murals, and landscaping enhancements to the parking area in order to minimize the presence of cars at the sidewalk and to protect pedestrians on Geary Boulevard.*

*The proposal would maintain the existing building envelope and height. The existing 30-car surface parking lot will be reconfigured to a 28-car parking lot. No additional parking or loading spaces are proposed. The Site currently does not have any bicycle parking; the Project will add six bicycle parking spaces.*

*The Project is necessary and desirable because it will serve the needs of the surrounding neighborhoods by providing affordable groceries, and helping to ensure the economic viability of the Geary Boulevard commercial corridor. The Project will employ approximately 40 people.*

B. The proposed project will not be detrimental to the health, safety, convenience or general welfare of persons residing or working in the vicinity. There are no features of the project that could be detrimental to the health, safety or convenience of those residing or working the area, in that:

- i. Nature of proposed site, including its size and shape, and the proposed size, shape and arrangement of structures;

*The height and bulk of the existing structure will remain the same. The Project proposes to occupy existing retail space vacated by Cala Foods, containing approximately 13,500 square feet. The proposed work will not affect the building envelope or height.*

- ii. The accessibility and traffic patterns for persons and vehicles, the type and volume of such traffic, and the adequacy of proposed off-street parking and loading;

*The Project Site is well-served by public transit. Several MUNI transit lines run directly in front of or near the Site. The Project will maintain the existing surface parking lot for customer parking. The Project Sponsor intends to implement an internal traffic and transportation management plan, in which employees will be encouraged to car pool, to use public transit, and other modes of transportation to and from work. The Project Sponsor has also indicated the potential for utilizing shuttle buses, free of charge, to transport customers from the Site to their residences.*

- iii. The safeguards afforded to prevent noxious or offensive emissions such as noise, glare, dust and odor;

*No noxious or offensive emissions will be associated with the Project.*

- iv. Treatment given, as appropriate, to such aspects as landscaping, screening, open spaces, parking and loading areas, service areas, lighting and signs;

*Deliveries of merchandise to the Project Site will occur at the designated receiving area at the northwest corner and the southeastern corner of the building. Minimal interference with pedestrian or vehicular traffic circulation is expected. Deliveries will occur two to three times per week, on weekdays only, between the hours of 7:00 a.m. and 9:00 p.m.*

*With regard to landscaping, it is an important element in softening the existing environment. The overall design will include enhancements to the parking area, such as perimeter fencing and landscaping treatments to screen the parking area. Existing blank walls at the parking area and elsewhere will be refurbished with artwork/murals. Other exterior improvements, such as new awnings and glazing, are also proposed to enhance visual interest at the Site.*

C. That the use as proposed will comply with the applicable provisions of the Planning Code and will not adversely affect the General Plan.

*The Project complies with relevant requirements and standards of the Planning Code, and is consistent with objectives and policies of the General Plan as detailed below.*

- D. That the use as proposed would provide development that is in conformity with the purpose of the applicable Neighborhood Commercial District.

*The proposed Project is consistent with the stated purpose of the NC-3 (Moderate-Scale Neighborhood Commercial) District in that the intended use is to occupy existing vacant retail space for a grocery store. It will continue to provide a compatible range of goods and services for the immediately surrounding neighborhoods and the City at large.*

8. Planning Code Sections 303(i) and 703.4 require Conditional Use authorization for the establishment of a formula retail use in Neighborhood Commercial Districts. The Planning Commission shall consider the following criteria set forth in Section 303(i) in addition to the criteria set forth in Section 303(c):

- A. The existing concentrations of formula retail uses within the Neighborhood Commercial District.

*There are many formula retail uses within the NC-3 District along the Geary Boulevard commercial corridor. Within a half-mile radius of the Project Site, there are close to three dozen formula retail uses (see attached Formula Retail Survey map). Formula retail uses currently located in the immediate area include Ace Hardware, Citi Bank, Jiffy Lube, First Republic Bank, and Chevron gas station.*

- B. The availability of other similar retail uses within the Neighborhood Commercial District.

*The existing one-story building was constructed in 1957 for the purpose of housing a grocery store. The proposed Grocery Outlet store is consistent with past, single tenant general grocery store use. The Project will occupy retail space that was vacated by Cala Foods. In the vicinity of the subject property, it would appear that most other similar retail uses are small, independently-owned markets (see attached Existing Markets/Grocers and Vacancies survey list). They include the Hollywood Market at 6142 Geary Boulevard, Thom's Natural Foods at 5843 Geary Boulevard, the New World Market at 5641 Geary Boulevard, and the Evergreen Market at 5601 Geary Boulevard. However, there does not appear to be another low-cost grocery store that offers up to 50% off conventional retail prices.*

- C. The compatibility of the proposed formula retail use with the existing architectural and aesthetic character of the Neighborhood Commercial District.

*The height and bulk of the existing building will remain the same. The Project primarily involves interior remodeling work with exterior aesthetic improvements, while maintaining the existing building envelope and height. The proposed work will enhance the architectural and aesthetic character of the District.*



- D. The existing retail vacancy rates within the Neighborhood Commercial District.

*The existing building proposed to be occupied by Grocery Outlet has been vacant for over two years. According to the Project Sponsor, the existing retail vacancy rate in the Outer Richmond neighborhood is relatively high for San Francisco, at approximately 10%. There are approximately eight vacant storefronts within a half-mile of the Project Site. The establishment of the proposed Project will increase the City's workforce by approximately 40 employees. The revitalization and reuse of the Project Site by Grocery Outlet will generate pedestrian traffic that will benefit businesses located near the Project Site and surrounding areas.*

- E. The existing mix of Citywide-serving retail uses and neighborhood-serving retail uses within the Neighborhood Commercial District.

*The Project Site is located on Geary Boulevard, along a three-mile long commercial corridor that stretches from the Western Addition to the Outer Richmond neighborhood. The corridor is comprised of a mix of neighborhood-serving and Citywide-serving retail uses. Commercial uses include beauty shops, print shops, pet stores, coffee shops, restaurants, bars, dry cleaners, liquor stores, office supply stores, post offices, dental offices, and other professional offices. It is surrounded by residential dwellings and residentially-zoned districts on the subject block and in adjacent blocks.*

9. **General Plan Compliance.** The Project is, on balance, consistent with the following Objectives and Policies of the General Plan:

## NEIGHBORHOOD COMMERCE

### Objectives and Policies

#### **OBJECTIVE 1:**

**MANAGE ECONOMIC GROWTH AND CHANGE TO ENSURE ENHANCEMENT OF THE TOTAL CITY LIVING AND WORKING ENVIRONMENT.**

#### **Policy 1.1:**

Encourage development which provides substantial net benefits and minimizes undesirable consequences. Discourage development that has substantial undesirable consequences that cannot be mitigated.

#### **Policy 1.3:**

Locate commercial and industrial activities according to a generalized commercial and industrial land use plan.

*The proposed Project will provide desirable goods and services to the neighborhood and will provide resident employment opportunities to those in the community. Further, the Project Site is located within a Neighborhood Commercial District and is thus consistent with activities in the commercial land use plan. The existing building has in the past continuously housed a formula retail grocery store.*

**OBJECTIVE 2:**

MAINTAIN AND ENHANCE A SOUND AND DIVERSE ECONOMIC BASE AND FISCAL STRUCTURE FOR THE CITY.

**Policy 2.1:**

Seek to retain existing commercial and industrial activity and to attract new such activity to the City.

*The Project will retain and continue a formula retail store offering affordable groceries, toys, gifts, and seasonal products.*

**OBJECTIVE 6:**

MAINTAIN AND STRENGTHEN VIABLE NEIGHBORHOOD COMMERCIAL AREAS EASILY ACCESSIBLE TO CITY RESIDENTS.

**Policy 6.1:**

Ensure and encourage the retention and provision of neighborhood-serving goods and services in the city's neighborhood commercial districts, while recognizing and encouraging diversity among the districts.

*No commercial tenant would be displaced and the Project would not prevent the District from achieving optimal diversity in the types of goods and services available in the neighborhood.*

10. Planning Code Section 101.1(b) establishes eight priority-planning policies and requires review of permits for consistency with said policies. On balance, the project does comply with said policies in that:

- A. That existing neighborhood-serving retail uses be preserved and enhanced and future opportunities for resident employment in and ownership of such businesses be enhanced.

*The proposed Project seeks to re-use existing retail space that has historically been occupied by retail grocery stores that served a neighborhood and citywide clientele. The Project will occupy a retail space that has been vacant for over two years. The Project will employ approximately 40 people as well as dozens of construction jobs during the construction period.*

- B. That existing housing and neighborhood character be conserved and protected in order to preserve the cultural and economic diversity of our neighborhoods.

*The proposed Project is a retail store; therefore, existing housing units in the surrounding neighborhood would not be affected.*

- C. That the City's supply of affordable housing be preserved and enhanced,

*No housing is removed for this Project.*

- D. That commuter traffic not impede MUNI transit service or overburden our streets or neighborhood parking.

*The Project Site is well-served by public transit and existing on-site parking and loading spaces. Several MUNI transit lines run directly in front or near the Site. Six bicycle parking spaces will be added to the Site.*

- E. That a diverse economic base be maintained by protecting our industrial and service sectors from displacement due to commercial office development, and that future opportunities for resident employment and ownership in these sectors be enhanced.

*The Project will not displace any service or industry establishment. The Project will not affect industrial or service sector uses or related employment opportunities. Ownership of industrial or service sector businesses will not be affected by this Project.*

- F. That the City achieve the greatest possible preparedness to protect against injury and loss of life in an earthquake.

*The Project will conform to the structural and seismic requirements of the City Building Code.*

- G. That landmarks and historic buildings be preserved.

*A landmark or historic building does not occupy the Project Site.*

- H. That our parks and open space and their access to sunlight and vistas be protected from development.

*The proposed Project will maintain the existing building's envelope and height, and will not affect existing parks and open spaces.*

11. The Project is consistent with and would promote the general and specific purposes of the Code provided under Section 101.1(b) in that, as designed, the Project would contribute to the character and stability of the neighborhood and would constitute a beneficial development.
12. The Commission hereby finds that approval of the Conditional Use authorization would promote the health, safety and welfare of the City.

### DECISION

That based upon the Record, the submissions by the Project Sponsor, the staff of the Department and other interested parties, the oral testimony presented to this Commission at the public hearings, and all other written materials submitted by all parties, the Commission hereby **APPROVES Conditional Use Application No. 2013.0020CE** subject to the following conditions attached hereto as "EXHIBIT A" in general conformance with plans filed with the Application, dated May 24, 2013 and labeled "EXHIBIT B", which is incorporated herein by reference as though fully set forth.

**APPEAL AND EFFECTIVE DATE OF MOTION:** Any aggrieved person may appeal this Conditional Use Authorization to the Board of Supervisors within thirty (30) days after the date of this Motion No. 18900. The effective date of this Motion shall be the date of this Motion if not appealed (After the 30-day period has expired) OR the date of the decision of the Board of Supervisors if appealed to the Board of Supervisors. For further information, please contact the Board of Supervisors at (415) 554-5184, City Hall, Room 244, 1 Dr. Carlton B. Goodlett Place, San Francisco, CA 94102.

I hereby certify that the Planning Commission ADOPTED the foregoing Motion on June 6, 2013.

Jonas P. Ionin  
Acting Commission Secretary

AYES: Fong, Wu, Antonini, Borden, Hillis, Moore, Sugaya

NAYS: None

ABSENT: None

ADOPTED: June 6, 2013

## Exhibit A

# Conditions of Approval

### AUTHORIZATION

This authorization is for a Conditional Use Authorization to allow a Formula Retail Use (d.b.a. Grocery Outlet) located at 6333 Geary Boulevard, Assessor's Block 1517, Lots 001A and 037, pursuant to Planning Code Sections 303(c), 303(i) and 703.4 in an NC-3 (Moderate-Scale Neighborhood Commercial) District and an RH-2 (Residential, House, Two-Family) District, and a 40-X Height and Bulk District; in general conformance with plans, dated May 24, 2013, and labeled "EXHIBIT B" included in the docket for Case No. 2013.0020CE and subject to conditions of approval reviewed and approved by the Commission on June 6, 2013 under Motion No. 18900. This authorization and the conditions contained herein run with the property and not with a particular Project Sponsor, business, or operator.

### RECORDATION OF CONDITIONS OF APPROVAL

Prior to the issuance of the Building Permit or commencement of use for the Project, the Zoning Administrator shall approve and order the recordation of a Notice in the Official Records of the Recorder of the City and County of San Francisco for the subject property. This Notice shall state that the Project is subject to the conditions of approval contained herein and reviewed and approved by the Planning Commission on June 6, 2013 under Motion No. 18900.

### PRINTING OF CONDITIONS OF APPROVAL ON PLANS

The conditions of approval under the "Exhibit A" of this Planning Commission Motion No. 18900 shall be reproduced on the Index Sheet of construction plans submitted with the Site or Building Permit Application for the Project. The Index Sheet of the construction plans shall reference to the Conditional Use authorization and any subsequent amendments or modifications.

### SEVERABILITY

The Project shall comply with all applicable City codes and requirements. If any clause, sentence, section, or any part of these conditions of approval is for any reason held to be invalid, such invalidity shall not affect or impair other remaining clauses, sentences, or sections of these conditions. This decision conveys no right to construct, or to receive a Building Permit. The Project Sponsor shall include any subsequent responsible party.

### CHANGES AND MODIFICATIONS

Changes to the approved plans may be approved administratively by the Zoning Administrator. Significant changes and modifications of conditions shall require Planning Commission approval of a new Conditional Use authorization.

## Conditions of Approval, Compliance, Monitoring, and Reporting

### PERFORMANCE

1. **Validity.** The authorization and right vested by virtue of this action is valid for three (3) years from the effective date of the Motion. The Department of Building Inspection shall have issued a Building Permit or Site Permit to construct the Project and/or commence the approved use within this three-year period.

*For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, [www.sf-planning.org](http://www.sf-planning.org).*

2. **Expiration and Renewal.** Should a Building or Site Permit be sought after the three (3) year period has lapsed, the Project Sponsor must seek a renewal of this Authorization by filing an application for an amendment to the original Authorization or a new application for Authorization. Should the Project Sponsor decline to so file, and decline to withdraw the permit application, the Commission shall conduct a public hearing in order to consider the revocation of the Authorization. Should the Commission not revoke the Authorization following the closure of the public hearing, the Commission shall determine the extension of time for the continued validity of the Authorization.

*For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, [www.sf-planning.org](http://www.sf-planning.org)*

3. **Diligent pursuit.** Once a site or Building Permit has been issued, construction must commence within the timeframe required by the Department of Building Inspection and be continued diligently to completion. Failure to do so shall be grounds for the Commission to consider revoking the approval if more than three (3) years have passed since this Authorization was approved.

*For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, [www.sf-planning.org](http://www.sf-planning.org)*

4. **Extension.** All time limits in the preceding three paragraphs may be extended at the discretion of the Zoning Administrator where implementation of the Project is delayed by a public agency, an appeal or a legal challenge and only by the length of time for which such public agency, appeal or challenge has caused delay.

*For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, [www.sf-planning.org](http://www.sf-planning.org)*

5. **Conformity with Current Law.** No application for Building Permit, Site Permit, or other entitlement shall be approved unless it complies with all applicable provisions of City Codes in effect at the time of such approval.

*For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, [www.sf-planning.org](http://www.sf-planning.org)*

6. **Extension.** This Authorization may be extended at the discretion of the Zoning Administrator only where failure to issue a permit by the Department of Building Inspection to perform said tenant improvements is caused by a delay by a local, State or Federal agency or by any appeal of the issuance of such permit(s).  
*For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, [www.sf-planning.org](http://www.sf-planning.org).*

## DESIGN

7. **Final Materials.** The Project Sponsor shall continue to work with the Planning Department on the building design. Final materials, glazing, color, texture, landscaping, and detailing shall be subject to Planning Department staff review and approval. The Building/Site Permit Application and/or the Architectural Addenda shall be reviewed and approved by the Planning Department prior to issuance.  
*For information about compliance, contact the Case Planner, Planning Department at 415-558-6378, [www.sf-planning.org](http://www.sf-planning.org).*
8. **Landscaping, Screening of Parking and Vehicular Use Areas.** The Project Sponsor shall submit a site plan to the Planning Department prior to Planning approval of the Building/Site Permit Application indicating the screening of parking and vehicle use areas not within a building. The design and location of the screening and design of any fencing shall be as approved by the Planning Department. The size and specie of plant materials shall be as approved by the Department of Public Works.  
*For information about compliance, contact the Case Planner, Planning Department at 415-558-6378, [www.sf-planning.org](http://www.sf-planning.org)*
9. **Street Trees.** The Project Sponsor shall submit a site plan to the Planning Department prior to Planning approval of the Building/Site Permit Application indicating that street trees, at a ratio of one street tree of an approved species for every 20 feet of street frontage along public or private streets bounding the Project, with any remaining fraction of 10 feet or more of frontage requiring an extra tree, shall be provided. The street trees shall be evenly spaced along the street frontage except where proposed driveways or other street obstructions do not permit. The exact location, size and species of tree shall be as approved by the Department of Public Works (DPW).  
*For information about compliance, contact the Case Planner, Planning Department at 415-558-6378, [www.sf-planning.org](http://www.sf-planning.org)*
10. **Garbage, composting and recycling storage.** Space for the collection and storage of garbage, composting, and recycling shall be provided within enclosed areas on the property and clearly labeled and illustrated on the Building/Site Permit plans. Space for the collection and storage of recyclable and compostable materials that meets the size, location, accessibility and other standards specified by the San Francisco Recycling Program shall be provided at the ground level of the building.  
*For information about compliance, contact the Case Planner, Planning Department at 415-558-6378, [www.sf-planning.org](http://www.sf-planning.org)*

11. **Rooftop Mechanical Equipment.** Pursuant to Planning Code Section 141, the Project Sponsor shall submit a roof plan to the Planning Department prior to Planning approval of the Building/Site Permit Application. Rooftop mechanical equipment, if any is proposed as part of the Project, is required to be screened so as not to be visible from any point at or below the roof level of the subject building.

*For information about compliance, contact the Case Planner, Planning Department at 415-558-6378, [www.sf-planning.org](http://www.sf-planning.org).*

12. **Noise.** Plans submitted with the building permit application for the approved Project shall incorporate acoustical insulation and other sound proofing measures to control noise.

*For information about compliance, contact the Case Planner, Planning Department at 415-558-6378, [www.sf-planning.org](http://www.sf-planning.org).*

13. **Odor Control Unit.** In order to ensure any significant noxious or offensive odors are prevented from escaping the premises once the Project is operational, the Building/Site Permit Application to implement the Project shall include air cleaning or odor control equipment details and manufacturer specifications on the plans. Odor control ducting shall not be applied to the primary façade of the building.

*For information about compliance, contact the Case Planner, Planning Department at 415-558-6378, [www.sf-planning.org](http://www.sf-planning.org).*

14. **Lighting Plan.** The Project Sponsor shall submit an exterior lighting plan to the Planning Department prior to Planning approval of the Building/Site Permit Application.

*For information about compliance, contact the Case Planner, Planning Department at 415-558-6378, [www.sf-planning.org](http://www.sf-planning.org).*

15. **Signage.** Any proposed signage shall be subject to the review and approval of the Planning Department and must comply with Article 6 of the Planning Code.

*For information about compliance, contact the Case Planner, Planning Department at 415-558-6378, [www.sf-planning.org](http://www.sf-planning.org).*

## **PARKING, LOADING AND TRAFFIC**

16. **Bicycle Parking.** The Project shall provide six (6) on-site Class 2 bicycle parking spaces. Adequate signs or notices of the availability of bicycle parking shall also be provided at the Project Site.

*For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, [www.sf-planning.org](http://www.sf-planning.org).*

17. **Delivery Hours.** The Project shall not have regular night deliveries. All deliveries shall be restricted to the hours of 7:00 a.m. and 9:00 p.m. No double-parking on streets fronting the Project Site shall be allowed.



*For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, [www.sf-planning.org](http://www.sf-planning.org).*

18. **Managing Traffic During Construction.** The Project Sponsor and construction contractor(s) shall coordinate with the Traffic Engineering and Transit Divisions of the San Francisco Municipal Transportation Agency (SFMTA), the Police Department, the Fire Department, the Planning Department, and other construction contractor(s) for any concurrent nearby Projects to manage traffic congestion and pedestrian circulation impacts during construction of the Project.

*For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, [www.sf-planning.org](http://www.sf-planning.org).*

## MONITORING - AFTER ENTITLEMENT

19. **Enforcement.** Violation of any of the Planning Department conditions of approval contained in this Motion or of any other provisions of Planning Code applicable to this Project shall be subject to the enforcement procedures and administrative penalties set forth under Planning Code Section 176 or Section 176.1. The Planning Department may also refer the violation complaints to other City departments and agencies for appropriate enforcement action under their jurisdiction.

*For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, [www.sf-planning.org](http://www.sf-planning.org).*

20. **Revocation due to Violation of Conditions.** Should implementation of this Project result in complaints from interested property owners, residents, or commercial lessees which are not resolved by the Project Sponsor and found to be in violation of the Planning Code and/or the specific conditions of approval for the Project as set forth in Exhibit A of this Motion, the Zoning Administrator shall refer such complaints to the Commission, after which it may hold a public hearing on the matter to consider revocation of this Authorization.

*For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, [www.sf-planning.org](http://www.sf-planning.org).*

## OPERATION

21. **Garbage, Recycling, and Composting Receptacles.** Garbage, recycling, and compost containers shall be kept within trash enclosures on the premises and hidden from public view, and placed outside only when being serviced by the disposal company. Trash shall be contained and disposed of pursuant to garbage and recycling receptacles guidelines set forth by the Department of Public Works.

*For information about compliance, contact Bureau of Street Use and Mapping, Department of Public Works at 415-554-5810, <http://sfdpw.org/>.*

22. **Sidewalk Maintenance.** The Project Sponsor shall maintain the main entrance to the building and all sidewalks abutting the subject property in a clean and sanitary condition in compliance with the Department of Public Works' Streets and Sidewalk Maintenance Standards.

*For information about compliance, contact Bureau of Street Use and Mapping, Department of Public Works, 415-695-2017, <http://sfdpw.org/>*

23. **Noise Control.** The premises shall be adequately soundproofed or insulated for noise and operated so that incidental noise shall not be audible beyond the premises or in other sections of the building and fixed-source equipment noise shall not exceed the decibel levels specified in the San Francisco Noise Control Ordinance.

*For information about compliance with the fixed mechanical objects such as rooftop air conditioning, restaurant ventilation systems, and motors and compressors with acceptable noise levels, contact the Environmental Health Section, Department of Public Health at (415) 252-3800, [www.sfdph.org](http://www.sfdph.org).*

*For information about compliance with the construction noise, contact the Department of Building Inspection, 415-558-6570, [www.sfdbi.org](http://www.sfdbi.org).*

*For information about compliance with the amplified sound including music and television contact the Police Department at 415-553-1012 or 415-5530123, [www.sf-police.org](http://www.sf-police.org)*

24. **Odor Control.** While it is inevitable that some low level of odor may be detectible to nearby residents and passersby, appropriate odor control equipment shall be installed and maintained to prevent any significant noxious or offensive odors from escaping the premises. The Building/Site Permit Application to implement the Project shall include air cleaning or odor control equipment details and manufacturer specifications on the plans.

*For information about compliance with odor or other chemical air pollutants emission standards and air quality regulations contact the Bay Area Air Quality Management District (BAAQMD), 1-800-334-ODOR (6367), [www.baaqmd.gov](http://www.baaqmd.gov) and Code Enforcement, Planning Department at 415-575-6863, [www.sf-planning.org](http://www.sf-planning.org).*

25. **Community Liaison.** Prior to issuance of a Building/Site Permit Application to construct the Project and implement the approved use, the Project Sponsor shall appoint a community liaison officer to deal with the issues of concern to owners and occupants of nearby properties. The Project Sponsor shall provide the Zoning Administrator with written notice of the name, business address, and telephone number of the community liaison. Should the contact information change, the Zoning Administrator shall be made aware of such change. The community liaison shall report to the Zoning Administrator what issues, if any, are of concern to the community and what issues have not been resolved by the Project Sponsor.

*For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, [www.sf-planning.org](http://www.sf-planning.org).*



greater  
**Geary**  
boulevard  
merchants  
& property owners  
association

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COMMITTEE TO SAVE  
GEARY BOULEVARD  
P.O. BOX 210747  
SAN FRANCISCO, CA 94121  
www.savegearyblvd.com

May 23, 2013

San Francisco Planning Commission  
1650 Mission Street, 4<sup>th</sup> Floor  
San Francisco, CA 94103

RE: Proposed Grocery Outlet – 6333 Geary Boulevard

Honorable Commissioners:

The Geary Boulevard Merchants Association writes to express its enthusiasm for the proposed Grocery Outlet location in the former Cala / Delano site at 6333 Geary Boulevard. Over the course of the last few months the GGBMA has been consulted about this exciting, important local business opportunity and we wholeheartedly support it and hope that you will approve. The economic activity will bring much needed life to this stretch of Geary Boulevard which we are confident will also benefit all local businesses.

In advance, thank you for your consideration.

Yours sincerely,

David Heller

Andy Thornley  
806 24th Avenue  
San Francisco, CA 94121

May 15, 2013

Commission President Rodney Fong  
Members of the Commission  
San Francisco Planning Commission  
1650 Mission Street, 4th Floor  
San Francisco, CA 94103

**RE: Proposed Grocery Outlet – 6333 Geary Boulevard**

Dear President Fong & Commissioners:

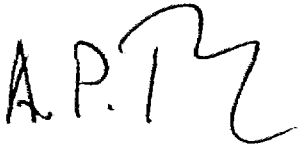
I am writing in support of the proposed Grocery Outlet on Geary Boulevard which is seeking a Conditional Use Permit from the Planning Commission.

Although I was aware of the Project generally, I became familiar with it after a recent Planning Association for the Richmond community meeting at which a representative of the retailer made a presentation and took questions and comments from the community. As you are aware, with the recent closing of Fresh & Easy in the neighborhood and the long-shuttered Delano/Cala market, the Richmond district is in need of more grocery options, especially those offering affordable products suitable for working-class families. Based on their success elsewhere, I am confident that Grocery Outlet will be a successful business, as well as a good corporate citizen.

On this last point, I want you to know that at the community meeting referenced above I pointed out that there should be ample and appropriate bicycle parking at the site, to which the representative expressed agreement, after which he asked me for my contact information. The next day I received a call from a senior official of the company and I shared with him my hopes in this regard. Subsequently, I provided specifications for ideal bicycle parking racks, spacing, placement, manufacturers, etc. which I am confident will be included in their final design, providing a significant benefit to the neighborhood and the growing number of my neighbors who shop by bicycle.

I was very impressed with Grocery Outlet's outreach, initiative and follow-up, as well as their commitment to San Francisco values and to being a good neighbor. As such, I encourage your approval of this permit.

Sincerely,

A handwritten signature in black ink, appearing to read "A.P. TZ". The letters are stylized and connected, with a large, sweeping flourish at the end of the "Z".

Andy Thornley

# RON & RUTH MIGUEL

600 De Haro St., San Francisco, CA 94107  
T-415/285/0808 F-415/641/8621 E-rm@well.com C-415-601-0708

23 May 2013

Richard Peterson, Jr.  
Goodyear-Peterson  
100 Pine St., Suite 1525  
San Francisco, CA 94111

RE: Grocery Outlet – Geary Blvd.

Dear Mr. Peterson:

It was a pleasure speaking with you again this morning. I'm pleased that the Grocery Outlet project proposed for Geary Blvd. near 27<sup>th</sup> Ave. is moving along and will be on the Planning Commission calendar shortly. My wife and I were both raised in the Richmond District; our business was within a couple blocks of this site; and during my 16-year tenure as President of the Planning Association for the Richmond [PAR] I joined with the Gear Blvd. Merchants Assn. in promoting businesses in our district which increased the quality of life for this residential neighborhood. Grocery stores are essential to the health of this major Neighborhood Commercial District.

As we discussed, the first grocery market on this site was occupied by Littleman Markets and followed by Cala. Both of these purveyors were greatly appreciated by the neighborhood and the now vacant store has been of great concern. Although there are a number of small grocers and fruit-and-vegetable establishments in the area, the only full-service grocer left from Arguello Blvd. west is Safeway – a small one at 7<sup>th</sup> Ave. near Fulton St. and one at Ocean Beach. Considering the size of the Richmond District, this is totally unacceptable. I haven't noted Fresh & Easy at 34<sup>th</sup> Ave. & Clement St. as it is my understanding that the chain's future is very much in doubt.

Please let me know if I can be of assistance to the project as it moves forward.

Sincerely,

Ron Miguel

## LIQUOR LICENSE REVIEW

**TO:** Planning Department  
AnMarie Rodgers/CTYPLN/SFGOV  
Georgia Powell/CTYPLN/SFGOV@SFGOV  
Fax No.: 558-6409

**File:** 130775

BLOCK/LOT: 1517/037

ZONING: NC-3

QUAD: NW

MB#1301245

**TO:** Police Department  
Inspector Nelly Gordon  
Inspector Joseph Fong  
Fax No.: 553-1463

**DATE:** July 26, 2013

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This item is tentatively scheduled to be heard in four to six weeks.

**PLEASE EMAIL YOUR RESPONSE BY:** September 6, 2013, to Derek Evans,  
Clerk, Neighborhood Services and Safety Committee.

**Derek.Evans@sfgov.org - Fax No: 554-7714**

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**Applicant Name:** Patrick Davis  
**and Business Name:** Grocery Outlet Inc.  
(6333 Geary Boulevard)

**Applicant Address:** 2000 Fifth Street  
Berkeley, CA 94710  
**and Phone No.** (360) 624-2845

**PLANNING COMMENTS:**  **Approval**  **Denial**

ABC license type 21 is permitted in conjunction with a grocery store use per Planning Code Section 790.102.

-Approved- Sharon Young, 7/30/13  
(415) 558-6346

**POLICE COMMENTS:**  **Approval**  **Denial**

# GROCERY OUTLET

bargain market

July 25, 2013

Clerk of the Board  
San Francisco Board of Supervisors  
1 Dr. Carlton B. Goodlett Place, Room 244  
San Francisco, California 94102

We at Grocery Outlet are requesting from the Board of Supervisors an approval to our request for a PCN for our new store we are opening at 6333 Geary Blvd, San Francisco, CA 94121.

We have currently acquired a Type 21 license that is being transferred from Tekie Dirar, 701 Fillmore Street, San Francisco, CA 94117 to Grocery Outlet Inc. at 6333 Geary Blvd. San Francisco, CA 94121.

Grocery Outlet offers fantastic bargains and deals on a variety of products including grocery, frozen foods, deli items, vitamins, health and beauty items, house wares, gift items and much, much more. Brand names for less is the name of the game and smart shoppers get incredible savings over regular store prices every day when they shop Grocery Outlet. Grocery Outlet gets products by searching the nation's major manufacturers for amazing one-time buys resulting from excess production, packaging/design changes, and special promotions. Our assortment of product changes frequently because of the one-time buys.

As such, our stores are "destination stores". Although our alcohol sales are only about four percent of our business, as part of the shopping experience we believe that our customers desire the convenience of being able to purchase alcoholic beverages. This convenience is imperative to our ability to serve and attract our customers. Further, Grocery Outlet believes that our ability to offer a full assortment is beneficial to the Richmond Neighborhood and the city. As a destination store, we typically will have customers who shop us from other neighborhoods within the city. Some of these shoppers will come from other communities to purchase our wines because of the extreme value that they offer. As such, we are able to generate sales tax revenue for the City.



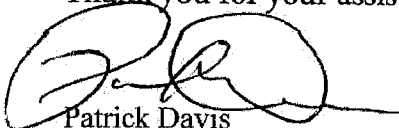
Grocery Outlet operates 120 stores in California with off-sale alcohol licenses. Management and employees of all of the locations are careful to make sure the store is always clean, neat and free from debris. Grocery Outlet has had no significant issues raised by local law enforcement agencies with respect to alcoholic products or public disturbances. Grocery Outlet has a history of service to the California community and will continue to operate in a conscientious and thoughtful way, always with sensitivity to any possible detriment to those residents that might be affected. Grocery Outlet is fully aware of the unique responsibilities of operating a store associated with alcoholic beverage sales. We will continue to act in the same principled manners we always have.

The store will be open typically from 7:00AM to 10:00PM 7 days a week. We expect to have approximately 35-40 employees. As related to alcoholic beverage sales, all register clerks will have been trained in proper alcoholic beverage sales rules, including use of point of sale required identification age verification. All of the clerks will have read and signed the Alcoholic Beverage Control's Clerk's Affidavit. For security, we typically install a 16 camera system which has a view of all parts of the store, especially the alcoholic beverage display. The video system has a 30-day retrieval function with which we can track previous days' activity.

As noted above, alcoholic beverages will constitute only about four percent of total volume. Given the "one-time buy" nature of our business, the amount of sales area devoted to alcoholic beverages will vary; however, we anticipate the sales area devoted to such beverages will be no more than five percent of total sales floor. The floor area devoted to the sale of food is approximately 9,185 square feet, 71 square feet of that is designated for beer and wine sales that is about 1% of the total sales area.

We appreciate your consideration. Please let us know if there are any other items that are outstanding and we will begin working on them immediately.

Thank you for your assistance,



Patrick Davis  
Grocery Outlet Construction Manager  
2000 Fifth Street  
Berkeley, California 94710  
360-624-2845

**INFORMATION AND INSTRUCTIONS -**

**SECTION 23958.4 B&P**

- Instructions This form is to be used for all applications for original issuance or premises to premises transfer of licenses.
- Part 1 is to be completed by an ABC employee, given to applicant with pre-application package, with copy retained in holding file or applicant's district file.
  - Part 2 is to be completed by the applicant, and returned to ABC.
  - Part 3 is to be completed by the local governing body or its designated subordinate officer or body, and returned to ABC.

**PART 1 - TO BE COMPLETED BY ABC**

1. APPLICANT'S NAME  
**Grocery Outlet Inc**

2. PREMISES ADDRESS (Street number and name, city, zip code) **6333 Geary Blvd., San Francisco, CA 94121-1823**

3. LICENSE TYPE  
**21**

4. TYPE OF BUSINESS

<input type="checkbox"/> Full Service Restaurant	<input type="checkbox"/> Hofbrau/Cafeteria	<input type="checkbox"/> Cocktail Lounge	<input type="checkbox"/> Private Club
<input type="checkbox"/> Deli or Specialty Restaurant	<input type="checkbox"/> Comedy Club	<input type="checkbox"/> Night Club	<input type="checkbox"/> Veterans Club
<input type="checkbox"/> Cafe/Coffee Shop	<input type="checkbox"/> Brew Pub	<input type="checkbox"/> Tavern: Beer	<input type="checkbox"/> Fraternal Club
<input type="checkbox"/> Bed & Breakfast:	<input type="checkbox"/> Theater	<input type="checkbox"/> Tavern: Beer & Wine	<input type="checkbox"/> Wine Tasting Room
<input type="checkbox"/> Wine only <input type="checkbox"/> All			

<input type="checkbox"/> Supermarket	<input type="checkbox"/> Membership Store	<input type="checkbox"/> Service Station	<input type="checkbox"/> Swap Meet/Flea Market
<input type="checkbox"/> Liquor Store	<input type="checkbox"/> Department Store	<input type="checkbox"/> Convenience Market	<input type="checkbox"/> Drive-In Dairy
<input type="checkbox"/> Drug/Variety Store	<input type="checkbox"/> Florist/Gift Shop	<input type="checkbox"/> Convenience Market w/Gasoline	
<input type="checkbox"/> Other - describe:			

5. COUNTY POPULATION **812,820**

6. TOTAL NUMBER OF LICENSES IN COUNTY **980**  On-Sale  Off-Sale

7. RATIO OF LICENSES TO POPULATION IN COUNTY  On-Sale  Off-Sale

8. CENSUS TRACT NUMBER **477.01**

9. NO. OF LICENSES ALLOWED IN CENSUS TRACT **4**  On-Sale  Off-Sale

10. NO. OF LICENSES EXISTING IN CENSUS TRACT **6**  On-Sale  Off-Sale

11. IS THE ABOVE CENSUS TRACT OVERCONCENTRATED WITH LICENSES? (i.e., does the ratio of licenses to population in the census tract exceed the ratio of licenses to population for the entire county?)  
 Yes, the number of existing licenses exceeds the number allowed **3X PUB**  
 No, the number of existing licenses is lower than the number allowed

12. DOES LAW ENFORCEMENT AGENCY MAINTAIN CRIME STATISTICS?  
 Yes (Go to Item #13)  No (Go to Item #20)

13. CRIME REPORTING DISTRICT NUMBER **732**

14. TOTAL NUMBER OF REPORTING DISTRICTS **653**

15. TOTAL NUMBER OF OFFENSES IN ALL REPORTING DISTRICTS **46,883**

16. AVERAGE NO. OF OFFENSES PER DISTRICT **72**

17. 120% OF AVERAGE NUMBER OF OFFENSES **86**

18. TOTAL NUMBER OF OFFENSES IN REPORTING DISTRICT **18**

19. IS THE PREMISES LOCATED IN A HIGH CRIME REPORTING DISTRICT? (i.e., has a 20% greater number of reported crimes than the average number of reported crimes as determined from all crime reporting districts within the jurisdiction of the local law enforcement agency)  
 Yes, the total number of offenses in the reporting district equals or exceeds the total number in item #17  
 No, the total number of offenses in the reporting district is lower than the total number in item #17

20. CHECK THE BOX THAT APPLIES (check only one box)

a. If "No" is checked in both item #11 and item #19, Section 23958.4 B&P does not apply to this application, and no additional information will be needed on this issue. Advise the applicant to bring this completed form to ABC when filing the application.

b. If "Yes" is checked in either item #11 or item #19, and the applicant is applying for a non-retail license, a retail bona fide public eating place license, a retail license issued for a hotel, motel or other lodging establishment as defined in Section 25503.16(b) B&P, or a retail license issued in conjunction with a beer manufacturer's license, or winegrower's license, advise the applicant to complete Section 2 and bring the completed form to ABC when filing the application or as soon as possible thereafter.

c. If "Yes" is checked in either item #11 or item #19, and the applicant is applying for an off-sale beer and wine license, an off-sale general license, an on-sale beer license, an on-sale beer and wine (public premises) license, or an on-sale general (public premises) license, advise the applicant to take this form to the local governing body, or its designated subordinate officer or body, to have them complete Section 3. The completed form will need to be provided to ABC in order to process the application.

Governing Body/Designated Subordinate Name: **Board of Supervisors**

**FOR DEPARTMENT USE ONLY**

PREPARED BY (Name of Department Employee)

**willie bulanadi**



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bargain market

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Patrick Davis  
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2000 Fifth Street  
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| <input type="checkbox"/> Bed & Breakfast:             | <input type="checkbox"/> Theater           | <input type="checkbox"/> Tavern: Beer & Wine | <input type="checkbox"/> Wine Tasting Room |
| <input type="checkbox"/> Wine only                    | <input type="checkbox"/> All               |  |  |

- |   |  |  |  |
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**FOR DEPARTMENT USE ONLY**

PREPARED BY (Name of Department Employee)

willie bulanadi



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Georgia Powell/CTYPLN/SFGOV@SFGOV  
Fax No.: 558-6409

**File:** 130775

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**and Business Name:** Grocery Outlet Inc.  
(6333 Geary Boulevard)

**Applicant Address:** 2000 Fifth Street  
Berkeley, CA 94710  
**and Phone No.** (360) 624-2845

**PLANNING COMMENTS:**  Approval  Denial

**POLICE COMMENTS:**  Approval  Denial